



Inclusivity Messaging Tips

Persuadable Conservatives

Objective: Create effective messages aimed at persuadable conservatives (Independents and Republicans) to help move them into the pro-democracy camp. These are people who have major points of disagreement with Trump and the MAGA movement, who may be willing to vote for Biden and other Democrats over Republicans candidates they feel are not sufficiently committed to American democracy, the rule of law, and traditional conservative values.

This effort is specifically focused on Wisconsin, Pennsylvania, Michigan and Arizona. These are the four battlegrounds that may well determine the Presidential election.

Our Challenge: The Union has no capacity for reaching out to these voters directly. We have no media channel they watch or social media presence they follow. Where we CAN make a difference is by doing what we do—creating messages that volunteers, partners and others can use in their interactions.

In short, we are activists feeding activists, using our specific skills to enable theirs. **Voter Profile:** Persuadable conservatives fall within two general demographic subsets: older voters (late Boomers and Gen X) who came of age at the end of the Cold War and younger voters (Millennial and Gen X) who grew up in the Clinton-Bush era and trend more moderate.

Older (Boomer, Gen X)

- Influenced by Reagan-Bush era and traditional conservative values
 - Frustrated by current GOP leaders who they feel have abandoned the party's core traditional values
- Predominantly white, and evenly split between genders
- Rely on a mix of Fox News and MSM for political info
- Favor free markets, limitations to social safety net, and traditional social values
- Major points of disagreement with MAGA:
 - They favor strong US involvement in global affairs
 - They dislike the nationalist/isolationist trend in MAGA GOP

Younger (Late X, Millennial)

- Influenced by the values of the Clinton-Bush era
- Less likely to self-identify as Republican
- Split between genders but more male
- Have children under the age of 18
- More favorable on government regulation
- More supportive of the social safety net
- Less committed to traditional social values
- Aligned with older persuadables on American involvement in global affairs

Opportunities: To persuade the persuadables to vote for Democrats—or at least to not vote for MAGA candidates—we will develop an ongoing stream of messaging that is in general favorable to Biden and democracy and unfavorable to Trump and autocracy.

It is imperative to do this loudly and often because, in the current media environment, this audience receives very little of either. Our counter-information needs to be credible. This means messaging must not only be respectful and accurate, but, when possible, it should be from the mouths of fellow conservatives who have made the jump—who are defending democracy, the Constitutional order and the rule of law, as well the strategic and economic interests of the nation on the global stage.

Our messaging should leverage the cognitive dissonance between what these voters believe and what MAGA-aligned conservatives are saying, doing, and standing up for...MAGA actions that conflict in the most obvious ways with their own values—that would leave their conservative heroes aghast and spinning in their graves.

Luckily for us, Trump and MAGA make that easy.

In 2020 and 2022, many of these conservatives chose democracy over partisan advantage. Our messaging needs to move them to do the same or more in 2024.

Authoritarianism

- Trump believes that in a second term he will have license to ignore the Constitution and he has explicitly stated so. For voters who understand that this document defines America, this departure is a clear fissure to hammer at every opportunity.
- Trump has stated his intention on being a dictator, then hedging by saying “only on Day One.” But as Ruth Ben-Ghiat points out, no dictator stops being autocratic AFTER Day 1. Our messaging should dismiss invitations to relax and tie Trump firmly to authoritarianism. It should hammer as well the specific policies that will back him from Project 2025. This WILL NOT be a limited dictatorship; it will end America as we know it.
- Our messaging should also try to influence down ballot behavior. While many persuadable conservatives cross over in top-of-ticket races, vote Republican in down-ballot races. Our messaging should point out that the MAGA movement is not just about Trump—that the labs of autocracy are on the state level and those races matter greatly to our democracy and that election-related officials are vital to free and fair elections. We should also be clear that Trump is more dangerous because of MAGA enablers in Congress and at the state level. Without them, he would just be a blowhard. With them, he can be unimaginably destructive.

Foreign Policy

- Both subgroups of battleground persuadables favor a foreign policy that appreciates global partners and global responses. There are voters in both groups who dislike Trump/MAGA's growing alignment with America's adversaries. This includes Trump's threats to leave NATO and the UN, and the refusal of other MAGA Republicans (per Texas) to distance themselves from Neo-Nazi's, Christo-fascists and other anti-democratic groups. It could also include GOP resistance to funding our allies Ukraine and Israel, but this messaging should be targeted to this group.
- Messaging can also drive home the idea that MAGA is snatching defeat from the jaws of victory—the idea that America won the Cold War in defending freedom and democracy everywhere, but risks losing it if MAGA destroys our democracy at home and authoritarians crush democracies overseas.
- Another line of messaging is the risk to our standing in the world, the degree to which allies trust us and enemies fear us. Will we hand our children and grandchildren a strong democracy and a safer world, or an autocracy and a world filled with conflict and chaos?
- These voters believe in America's leadership role in global security and reject Trump/MAGA isolationism